

# TARGET MARKET DETERMINATION (TMD)

## HCF PET INSURANCE

### NAME OF PRODUCT:

HCF Pet Insurance - Happy Tails Cover  
as set out in the HCF Pet Insurance Product Disclosure Statement (PDS) dated 3 July 2026 relating to that product (Product)

### WHAT IS A TARGET MARKET DETERMINATION

This Target Market Determination (TMD) sets out the class of customers that the Product has been designed for and is suitable for. It sets out the target market for the Product, conditions and restrictions placed on their distribution, events and circumstances that would reasonably suggest that the TMD is no longer appropriate and review periods and reporting obligations for the TMD.

This TMD does not provide any financial product advice on the Product and does not take into consideration the objectives, financial situation and needs of individual customers.

The terms and conditions of the Product are set out in the Product Disclosure Statement (PDS). This TMD does not form part of the insurance contract and is not a summary of the Product's terms and conditions. Customers should review the PDS before making any decision in relation to the Product.

Any terms used in this TMD that are defined in the Corporations Act 2001 (Cth) have the same meaning as in that Act.

This TMD is available to any person at [hcf.com.au/pet-home-car/pet](https://hcf.com.au/pet-home-car/pet)

Effective date of this TMD: 3 July 2026

### ISSUERS

This Target Market Determination is made by the issuers of the Product:  
The Hollard Insurance Company Pty Ltd ABN 78 090 584 473, AFSL 241436 (Hollard) is the issuer of renewals of HCF Pet Insurance policies first issued prior to 21 March 2024. PetSure (Australia) Pty Ltd ABN 95 075 949 923, AFSL 420183 (PetSure) is the issuer of all other HCF Pet Insurance policies.

## WHO THE PRODUCT IS SUITABLE FOR

Customers whose likely needs, objectives and financial situation, are aligned with the Product and its key attributes and eligibility criteria as outlined below.

## PRODUCT DESCRIPTION AND KEY ATTRIBUTES

The Product is designed for people who want cover towards eligible veterinary expenses incurred by the owners of cats and dogs. The Product provides a selection of benefit limits, benefit percentages, excesses and optional benefits. This allows customers to obtain coverage to meet their likely objectives, needs and financial situation.

The key attributes of the Product are briefly described below:

- Cover is subject to annual limits (which can increase from time to time to help keep pace with the costs of veterinary care), as well as terms, conditions and exclusions. Examples of key exclusions include waiting periods at the inception of a new policy and coverage exclusions for chronic pre-existing conditions.
- The Product does not provide comprehensive cover for preventative care costs and general pet maintenance costs like grooming and pet food.

Where eligible, a person can:

- ✓ reduce premiums by choosing a level of cover with a higher excess and/or lower benefit percentage and/or lower benefit limit in return for higher out-of-pocket end costs following successful claims reimbursement; and/or
- ✓ have lower out-of-pocket end costs following successful claims reimbursement by choosing a level of cover with a lower or no excess and/or higher benefit percentage and/or higher benefit limit in return for higher premiums.

	KEY ATTRIBUTES
<b>Cover type</b>	Accidental Injury and Illness Cover
<b>Benefit limit</b>	Up to \$10,000, \$20,000 or \$30,000 per policy period, depending on the selection chosen.  A lower benefit limit is depleted more quickly in significant/ongoing and/or complex treatments that need specialised care. Therefore, as the benefit limit increases, the financial risk of needing to pay for veterinary expenses above the limit or forgoing treatments due to cost is reduced.
<b>Benefit percentage</b>	Up to 70% - 90% benefit percentage options depending on the selection chosen.
<b>Excess options</b>	Annual excess options, including \$0 excess, are available.
	OPTIONAL BENEFITS CAN BE ADDED
<b>Booster Care</b>	Booster Care benefits for treatment for specified dental conditions (such as gingivitis, abscesses and fractured teeth due to dental disease) and specialised therapies (such as physiotherapy, acupuncture and treatment of behavioural conditions), up to the Booster Care limit of \$2,000.

## LIKELY OBJECTIVES, FINANCIAL SITUATION AND NEEDS OF CUSTOMERS IN THE TARGET MARKET

The likely objectives and needs of the target market are to have eligible veterinary treatment costs reduced through a contribution provided under the Product, to support access to appropriate treatment and reduce, but not fully cover, the cost of that treatment to the customer.

While generally the risk of a pet encountering an illness increases with age, the treatment costs can vary greatly for the same condition depending on many factors including complexity of care, duration, breed, service provider, location and more. PetSure's claims and veterinary data and experience has shown accidental injuries and illnesses can happen at any time in the life of any pet.

Customers in the target market will be able to afford to pay:

- ✓ premiums for the Product, which will increase from year to year;
- ✓ the full amount for treatment upfront to the veterinary clinic before seeking claims reimbursement for the eligible veterinary expenses, unless using the GapOnly® claims payment platform (in which case, customers need to be able to pay upfront the 'gap' payment - the 'gap' means the difference between the veterinary invoice for eligible expenses and the claim benefit calculated under the policy terms and conditions, if any); and
- ✓ any veterinary expenses above the accepted claim amount, including:
  - the application of the excess (where applicable);
  - costs above the applicable benefit percentage depending on the selection chosen;
  - costs above the applicable benefit limit; and
  - costs above the Booster Care limit (where applicable).

## TARGET MARKET FOR THE PRODUCT

A person is eligible and in the target market for the Product if they:

- ✓ are 18 years of age or over;
- ✓ have a domestic dog or cat breed that meets underwriting guidelines determined when purchasing the Product;
- ✓ want cover for a dog or cat that is younger than 9 years old when they first take out cover;
- ✓ want cover towards the costs associated with a range of accidental injuries and illnesses that their pet may experience up to \$10,000, \$20,000 or \$30,000 of eligible vet expenses per policy period depending on the selection chosen; and
- ✓ can afford to pay the applicable premium, upfront veterinary expenses before submitting a claim (or the 'gap' payment if GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount.

A person will not be in the target market for the Product if they:

- are seeking cover for a pet that is not a dog or cat;
- are seeking cover for chronic pre-existing conditions;
- are seeking cover for any accidents and/or illnesses other than the accidental injuries and/or illnesses that are covered;
- are seeking full reimbursement of veterinary expenses for all accidental injuries and/or illnesses covered;
- are seeking cover and/or full reimbursement of veterinary expenses for preventative treatments and ownership costs;
- are seeking cover for more or less than the benefit limit of the selected Product, considering the type of treatment their pet may require and their financial situation; and
- cannot afford to pay the applicable premium, upfront veterinary expenses before submitting a claim (or the 'gap' payment if GapOnly® is used), and/or veterinary expenses that are above the accepted claim amount (as listed above).

## TARGET MARKET FOR BOOSTER CARE (OPTIONAL BENEFIT)

A person is in the target market for this optional benefit if they:

- ✓ want cover up to a combined additional limit of \$2,000 per policy period subject to the selected benefit percentage and excess (if any) for specialised therapies such as physiotherapy, chiropractic manipulation, hydrotherapy, acupuncture and treatment of behavioural conditions, and the following treatments for specified dental conditions: scaling, polishing, dental x-rays and tooth removal.

A person will not be in the target market for this optional benefit if they:

- do not want reimbursement towards specialised therapy and/or treatment for specified dental condition costs;
- want different treatment options for specialised therapy items and/or specified dental conditions than those covered under this optional benefit; and/or
- do not want a limit or want different limits to apply to specialised therapy items and/or specified dental conditions.

## CONSISTENCY BETWEEN THE PRODUCT AND THE TARGET MARKET

This Product will likely meet the likely objectives, financial situation and needs of the target market because it addresses the needs of customers in the target market to reduce the costs of eligible veterinary expenses.

## DISTRIBUTION CONDITIONS

### PETSURE ISSUED POLICIES

The PetSure issued HCF Pet Insurance – Happy Tails Cover Product is distributed through:

- online channels including HCF Pet Insurance website at [hcf.com.au/insurance/pet](https://hcf.com.au/insurance/pet); or
- the PetSure comparison tool accessible via PetSure's website domains at [petsure.com.au](https://petsure.com.au) and [gaponly.com.au](https://gaponly.com.au); or
- voice channels including the contact centre of PetSure.

All quotes made online use a quotation tool which asks the customer to answer a series of questions before finalising a quote. Customers seeking a quote via the phone will be asked a series of questions from a system-based script by a trained operator. The response to these questions will determine if the customer meets the eligibility criteria, which align with the description of the target market set out above. A sale will not progress if these eligibility criteria are not met. All call centre operators are provided with adequate training and their sales are routinely monitored by us to ensure that they only sell the Products to customers who are in the target market.

HCF Pet Insurance policies are promoted and distributed by The Hospitals Contribution Fund of Australia Ltd (ABN 68 000 026 746; AFSL 241414) (HCF). PetSure has arrangements in place with HCF with appropriate terms to ensure the Product is distributed to customers that fall within the target market.

PetSure will monitor whether customers are in the target market, pursuant to the criteria in this TMD. If PetSure identifies the customer is no longer in the target market, PetSure will contact the customer.

PetSure's comparison tool provides general advice about the Product and can direct the customer to the quotation tool. PetSure will monitor the comparison tool routinely.

### HOLLARD ISSUED POLICIES

The Hollard issued HCF Pet Insurance – Happy Tails Cover Product is only available to HCF renewing customers whose policies were first purchased prior to 21 March 2024.

For Hollard issued policies, Hollard has arrangements in place with PetSure with appropriate terms to ensure the Product is distributed to the customers that fall within the target market.

Hollard via PetSure will monitor whether customers are in the target market, pursuant to the criteria in this TMD. If Hollard or PetSure identify the customer is no longer in the target market, PetSure, under its arrangement with Hollard will contact the customer.

## REVIEWING THIS DOCUMENT

### PERIODIC REVIEW

PetSure will review this TMD within 12 months of its effective date and subsequently at least every 24 months from the previous review.

### REVIEW TRIGGERS

PetSure will also review this TMD if there are events or circumstances that reasonably suggest that the TMD is no longer appropriate. The triggers for this review may arise from:

- any material changes being made to the Product coverage, pricing methodology, underwriting or eligibility criteria or its method of claims assessments and settlement;
- any material changes to methods of distribution;
- changes in law or regulatory guidance or industry code which may materially affect the terms of cover or distribution or regulatory feedback or concerns raised to suggest the TMD may no longer be appropriate;
- identification of systemic issues and findings, produced from quality assurance or governance processes, that may indicate an issue with the Product or the appropriateness of the TMD;
- any occurrence of a significant dealing outside of the target market;
- compliance incidents and breaches that may indicate an issue with the Product and the appropriateness of the TMD; or
- trends or material changes that are inconsistent with the intended Product performance based on metrics that track:
  - financial performance of the Product (including but not limited to the loss ratio);
  - Product desirability (including but not limited to the number and types of cancellations);
  - benefit attained from the Product by customers (including but not limited to the claims frequency and average benefit paid);
  - overall claims experience (including but not limited to the claims approval rates, claims processing speed and claims submission methods);
  - complaints (including but not limited to the number and type of complaints received); and
  - customer feedback received (including but not limited to the number of hardship requests).

## REPORTING

Distributors of this Product are required to report the following information they hold to the relevant issuer or both issuers within the time specified below:

INFORMATION	REVIEW PERIOD
Actual or potential significant dealings of the Product outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Actual or potential issue of the Product in breach of distribution conditions or outside of the target market.	As soon as practicable and in any event within 10 business days of first becoming aware.
Number and details of all complaints received.	Within 10 business days of the end of each quarter.
Sales and marketing data including but not limited to quotes and sales made, promotions applied, cancellation of cover information.	Within 10 business days of the end of each quarter.
Any data that the issuer does not hold and is requested by the issuer in writing that allows monitoring of customer value metrics as described in 'Reviewing this document'.	Within 10 business days of the end of each month.